

environment to produce more of the product use outcomes
purchasers prefer, (5) filters and those who employ them
(where users are willing to share that information) could be
stored on the VLRs where vendors could access them to learn
5 what customers want to buy across the marketplace, (6)
responsive vendors can serve those needs faster, producing
more rapid evolution toward the types of human welfare
people themselves would like.

One result could be faster evolution of products,
10 services, environments and markets to supply the types of
human and product progress people need and want to purchase.
A second result could be a faster transfer of commercial
guidance from vendors to those who pay the money (e.g.,
customers). In the end, since customers spend the money
15 they could now have an independent self-conscious ability,
with interactive market-wide communications, to steer
vendors toward selling them the world they would like to
buy.

What is claimed is: